



# Wheaton Franciscan Healthcare

*In Partnership with Schoitz Health Resources*

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April 21, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, W.S., Room TW-A325  
Washington, DC 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

I am Vice President for Business Development at Wheaton Franciscan Healthcare – Iowa, a multi-hospital and clinic healthcare provider serving most of Northeast Iowa by providing mission based healthcare services.

In my job, I have the good fortune to work closely with the media and, particularly, the local NBC affiliate, KWWL. From advertising needs to community partnerships, news stories to shared participation in community organizations, I know many of the leaders from General Manager to News Director, Sales Managers to Anchors. All, because of all they do, are an accessible and accountable entrée to raise issues, concerns or opportunities for us, together, to strengthen our community.

In just the past few months, we have relied on this preferred partner to help us:

- Get the word out about an important seminar for mothers and daughters, free of charge
- Team up with us and provide excellent support for a conference of over 1,000 local women
- Air stories with importance to the community, often about treatments they would have to leave the community for if KWWL did not help us illustrate their local availability
- Provide speakers to community groups about important topics such as adoption
- Air any number of PSA's on a variety of health topics.

I have worked with a number of stations around the country, few get, to take, their responsibility to community as seriously as does KWWL. They are a valuable asset to our community with their finger on the pulse, and ear to the voice, of their constituents.

The do not need to be regulated or legislated into doing the right thing...they already do.

Respectfully,

Chris Hyers  
Vice President, Business Development